

# User-Generated Content and How to Make It Work for You

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Jay Budzik, ~~Intellect~~ MediaRiver

# Tim O'Reilly: Web 1.0 vs 2.0

1.0	-	2.0
DoubleClick	-	Google AdSense
Ofoto	-	Flickr
Britannica Online	-	Wikipedia
Personal websites	-	Blogging
Domain name speculation	-	Search engine optimization
Page views	-	Cost per click
Screen scraping	-	Web services
Publishing	-	Participation
Content management systems	-	Wikis
Directories	-	Tagging
Stickiness	-	Syndication

# Examples of UGC

- Email, Forums, and online communities
- Blogs: [Individual](#), [Corporate](#), [Media](#)
  - Easy to publish
  - Comments enable 2-way conversation
  - Social currency: links
- Wikis: [Universal](#), [Niche](#), Internal
  - “I wasted the whole afternoon on Wikipedia.”
- Social Networks: [Personal](#), [Professional](#)

# Why do I care?

- **Online newspapers:** User-generated content, “instant letters to the editor” a big traffic booster.

Unique Audience For Top 10 Online Newspapers and their [Blog Pages](#)

*(U.S., Home and Work; UA x000)*

	<i>Dec 2005</i>	<i>Dec 2006</i>	<i>YOY Growth</i>
Top 10 Online Newspapers	27,371	29,940	9%
Blog Pages within Online Newspapers	1,217	3,776	210%

*Source: Nielsen//NetRatings, January 2007*

- The world is watching as [more recent efforts](#) roll out.

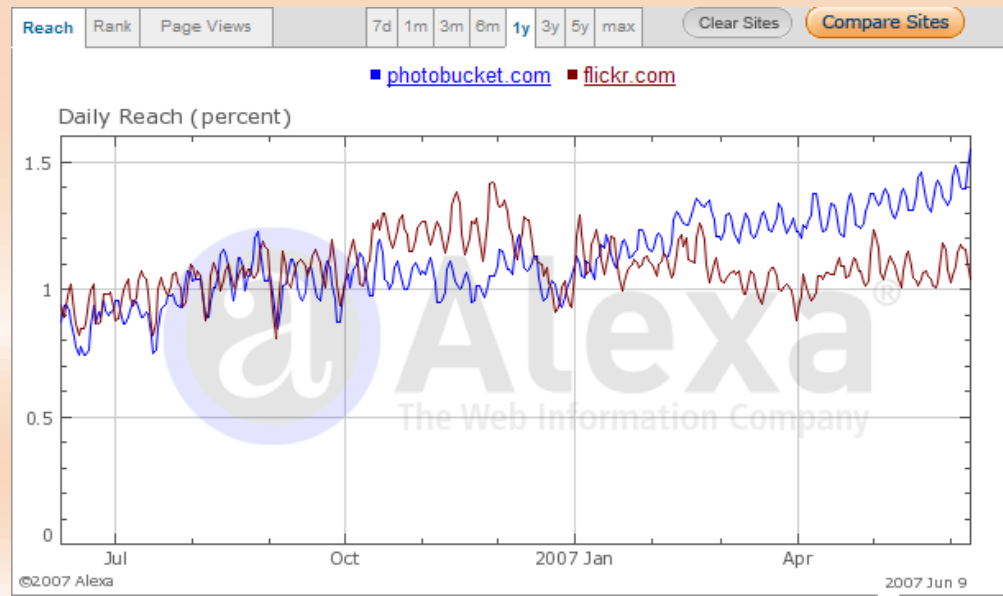
# Why do I care?

- **Social Networks:** Traffic skews toward student age groups.

Demographic Profile of Visitors to Select Social Networking Sites Percent Composition of Total Unique Visitors, August 2006 Total U.S. – Home/Work/University Locations Source: comScore Media Metrix					
	Percent (%) Composition of Unique Visitors				
	Total Internet	MySpace	Facebook	Friendster	Xanga
<i>Unique Visitors (000)</i>	173,407	55,778	14,782	1,043	8,066
Total Audience	100.0	100.0	100.0	100.0	100.0
<b>Persons: 12-17</b>	<b>9.6</b>	<b>11.9</b>	<b>14.0</b>	<b>10.6</b>	<b>20.3</b>
<b>Persons: 18-24</b>	<b>11.3</b>	<b>18.1</b>	<b>34.0</b>	<b>15.6</b>	<b>15.5</b>
Persons: 25-34	14.5	16.7	8.6	28.2	11.0
Persons: 35-54	38.5	40.6	33.5	34.5	35.6
Persons: 55+	18.0	11.0	7.6	8.1	7.3

# Why do I care?

- **Photobucket:** As of September 2006, 50% of [Photobucket's](#) traffic came from [MySpace](#), helping it to outpace its competitor [flickr](#).



# Why do I care?

- Estimated number US-based internet users:

*178,079,000 / month*

- Wikipedia unique users:

***49,632,000 / month***      **(27%)**

(Source: comScore MediaMetrix, April 2007)

# It's already happening in Education

- Web 2.0 – style educational web sites
  - [TeacherTube](#)
  - [Curriki](#)
  - [ePALS](#)
  - Wikipedia...

Fundamental Best Practice:

Know where the  
action is,

Then Get Your Content There.

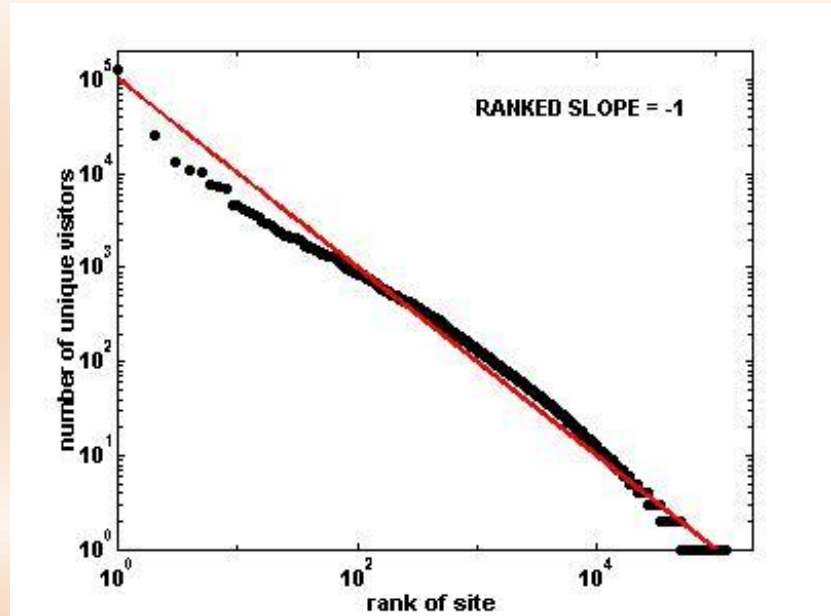
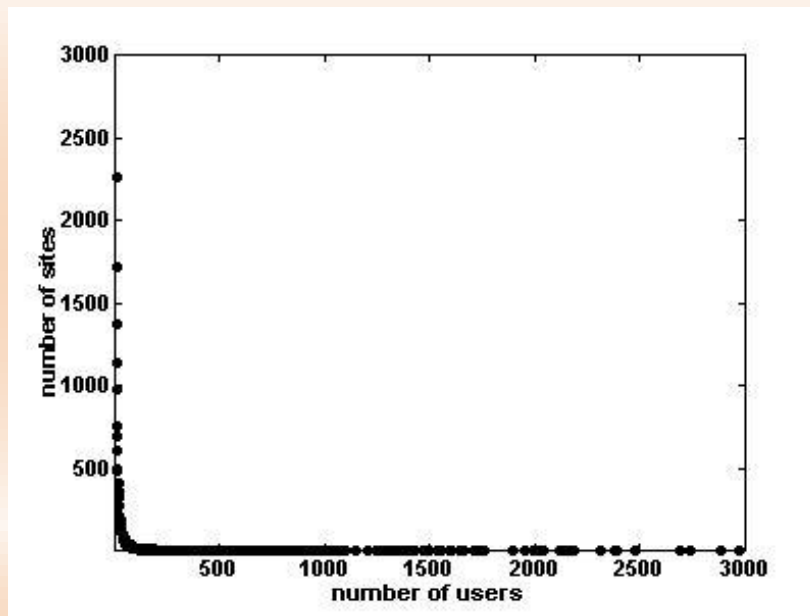
# Where's the audience?

- Yahoo
- TWX/AOL
- Google
- Microsoft
- Fox/MySpace
- eBay
- Wikipedia
- Amazon
- Ask
- NYTimes
- Weather Channel
- Viacom
- Apple
- CNET
- Adobe
- Gorilla Nation
- Wal-Mart
- AT&T
- Target
- Expedia
- United Online
- Facebook.com
- Lycos
- Monster

(Source: comScore MediaMetrix, Rank by unique visitors, April 2007)

# The Long Tail

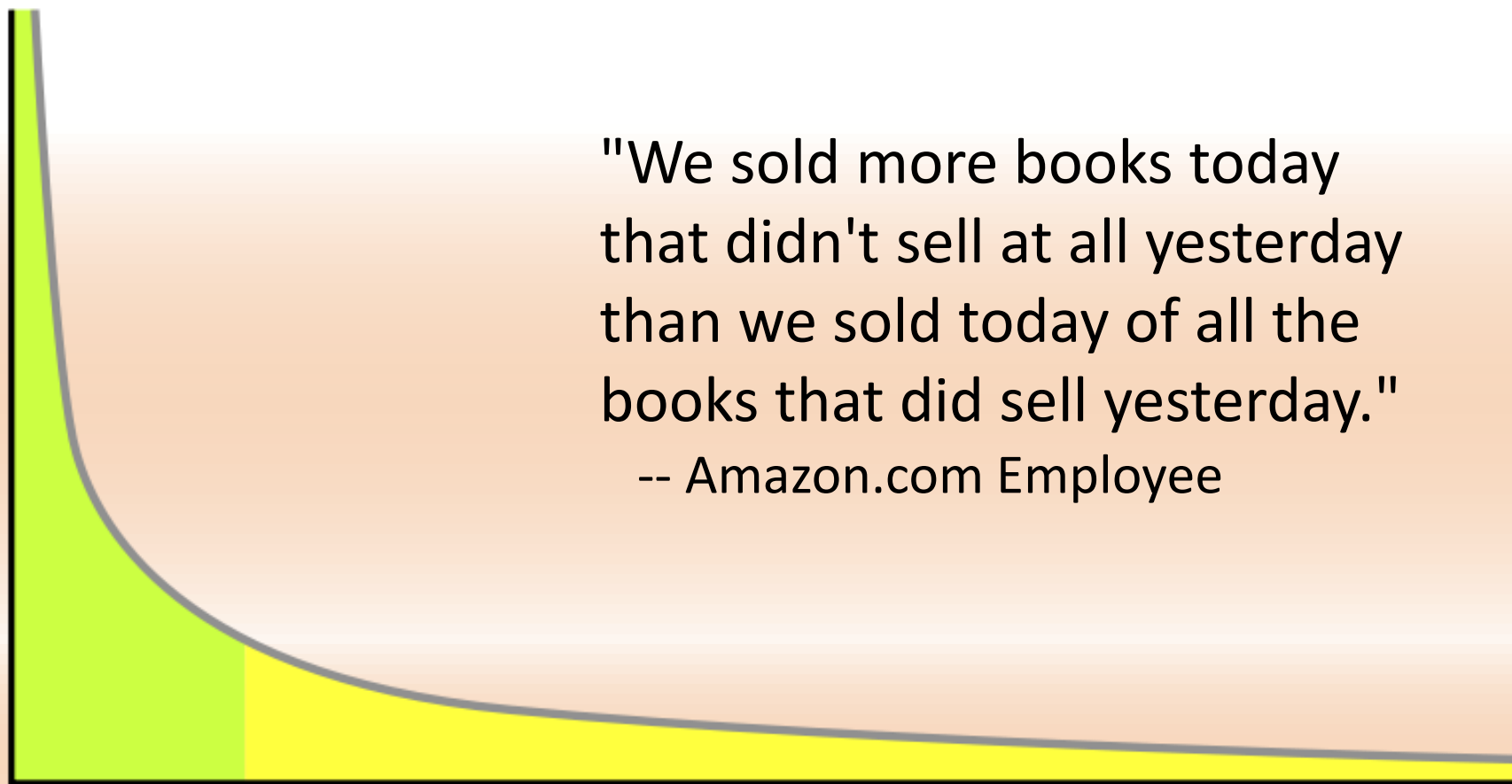
- AOL users visits to sites: December 1997



(Source: Lada Adamic, HP Labs)

# Most of the action is out in the tail

"We sold more books today that didn't sell at all yesterday than we sold today of all the books that did sell yesterday."  
-- Amazon.com Employee



Least popular: Web sites, Yahoo! Groups, MySpace Pages, Books

# What are they doing?

- By the numbers (September, 2006)
  - Blogs: 13% of all web traffic!
  - Web Email: 9.7% of web traffic
  - Shopping: 7.2% of web traffic
  - Social networking: 4.9% of web traffic

(Source: Hitwise)

# Are users really contributing?

- Yes but not as often as one might think.
  - 80/20 (Pareto Principle) says 80% of “consequences” come from 20% of “causes”.
  - Not so in Web 2.0.
- By the numbers:
  - 0.2% of visits to YouTube are uploads
  - 0.16% of Flickr visits are uploads
  - 4.56% of Wikipedia visits are edits

(Source: Hitwise/Time)

# Where do they come from?

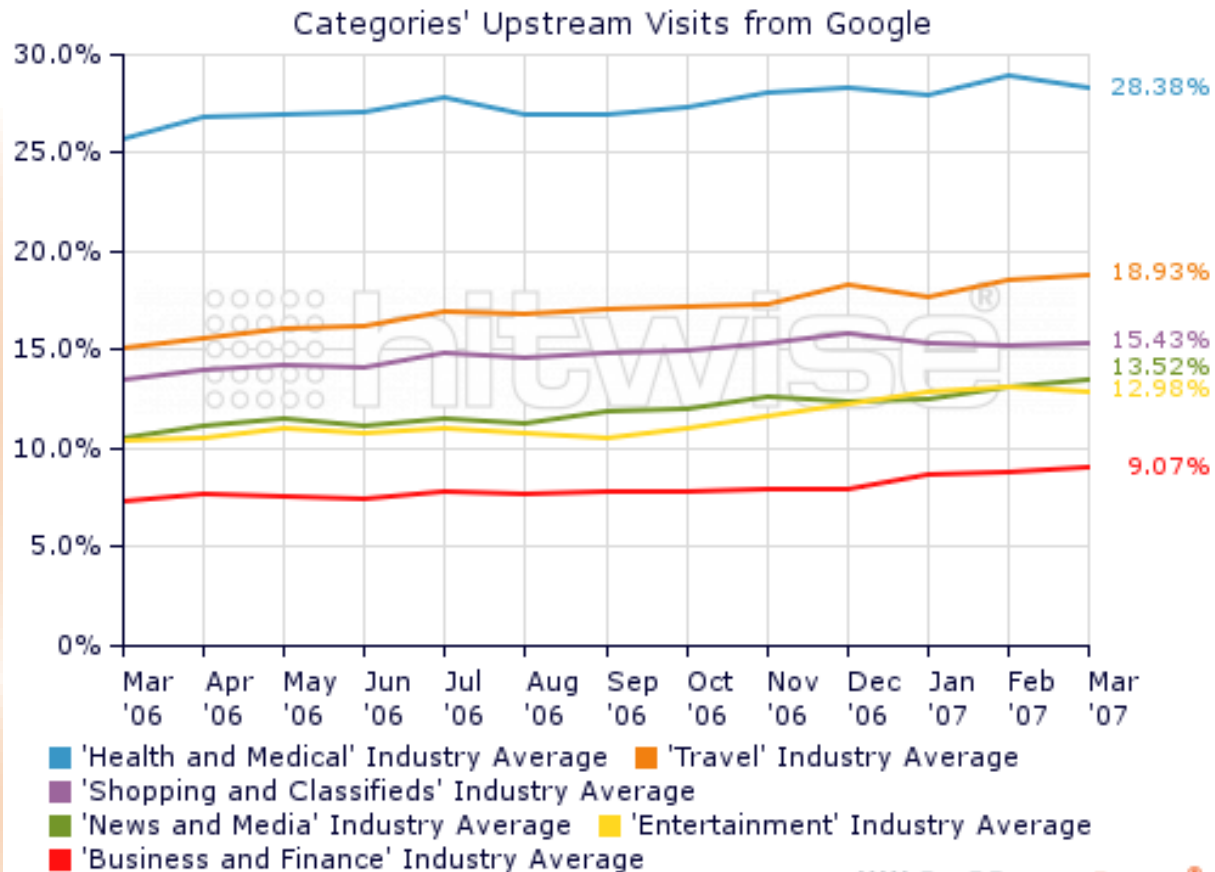
## Search Portals Blogs Aggregators

Traffic Source	Print	Broadcast Media	IT Media
Search Engines	23.26%	16.99%	41.59%
Portal Frontpages	4.94%	17.03%	11.90%
<i>Drudge Report</i>	2.10%	2.06%	0.24%
<i>Google News</i>	1.99%	1.42%	1.18%
<i>Yahoo! News</i>	0.71%	1.06%	0.25%
Total Traffic from Top 3 News Aggregators	4.79%	4.54%	1.67%

Sources of US upstream traffic to News and Media sub-categories, March 2007.

(Source: Hitwise)

# Google Referrals



Monthly upstream % from 'www.google.com', based on US usage.  
 Created: 04/12/2007. © Copyright 1998-2007 Hitwise Pty. Ltd.



# Emerging Upstream Traffic Sources

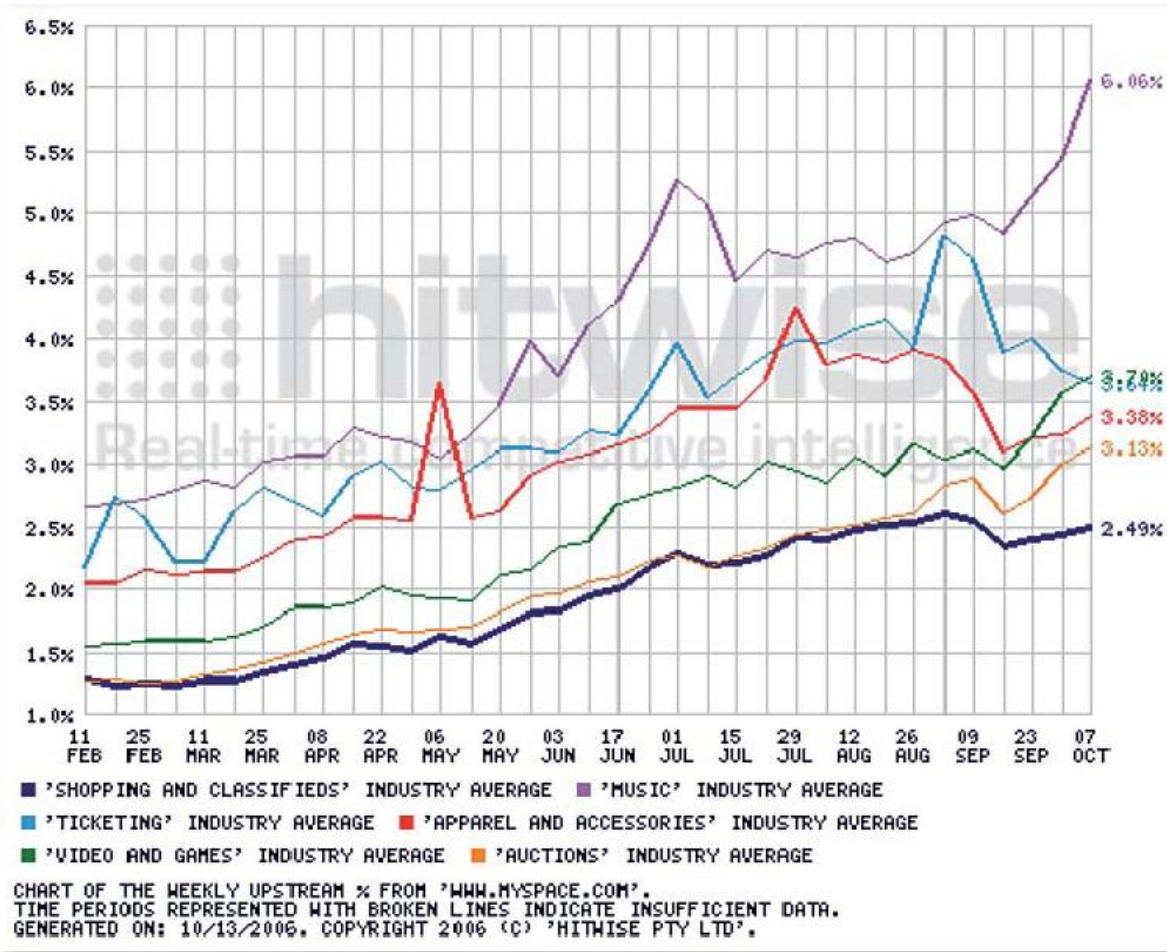
## Start Pages

- [Live.com](#)
- [iGoogle](#)
- [My Yahoo](#)
- [Netvibes](#)
- [Pageflakes](#)

## Social Networks

- [MySpace](#)
- [Facebook](#)
- Friendster
- [LinkedIn](#)
- etc.

# Referrals from MySpace



Fundamental Best Practice:  
Know where the action is,  
Then Get Your  
Content There.

# Search: How it works

- Crawling and Indexing:
  - Start with Yahoo.com
  - Fetch each link
  - Store terms, links in a table (reverse index)
  - Weight terms
- Querying:
  - Look up links that match a term
  - Sort the resulting list

# Influencing factors: SEO

- Content must be “crawlable”
- Links in: PageRank
  - Number of links
  - Quality of referring link
  - Text in the link and the title
- Terms on the page
  - Title, metadata etc.
  - Need to exactly match the user’s query
  - **User-generated comments really help!**
- Best practice:
  - [Amazon](#) (Crawling, UGC)
  - [Wikipedia](#) (Linking)
- Paid Search....

# Site Search

- Mini-web search with a limited data set?
- Best practice: Browsing based on metadata “facets”
  - [Time.com](http://Time.com) (Endeca)
- Optimize based on use.
- Be careful that links are still available to the search engines!
- Meta-search: search the search engines.

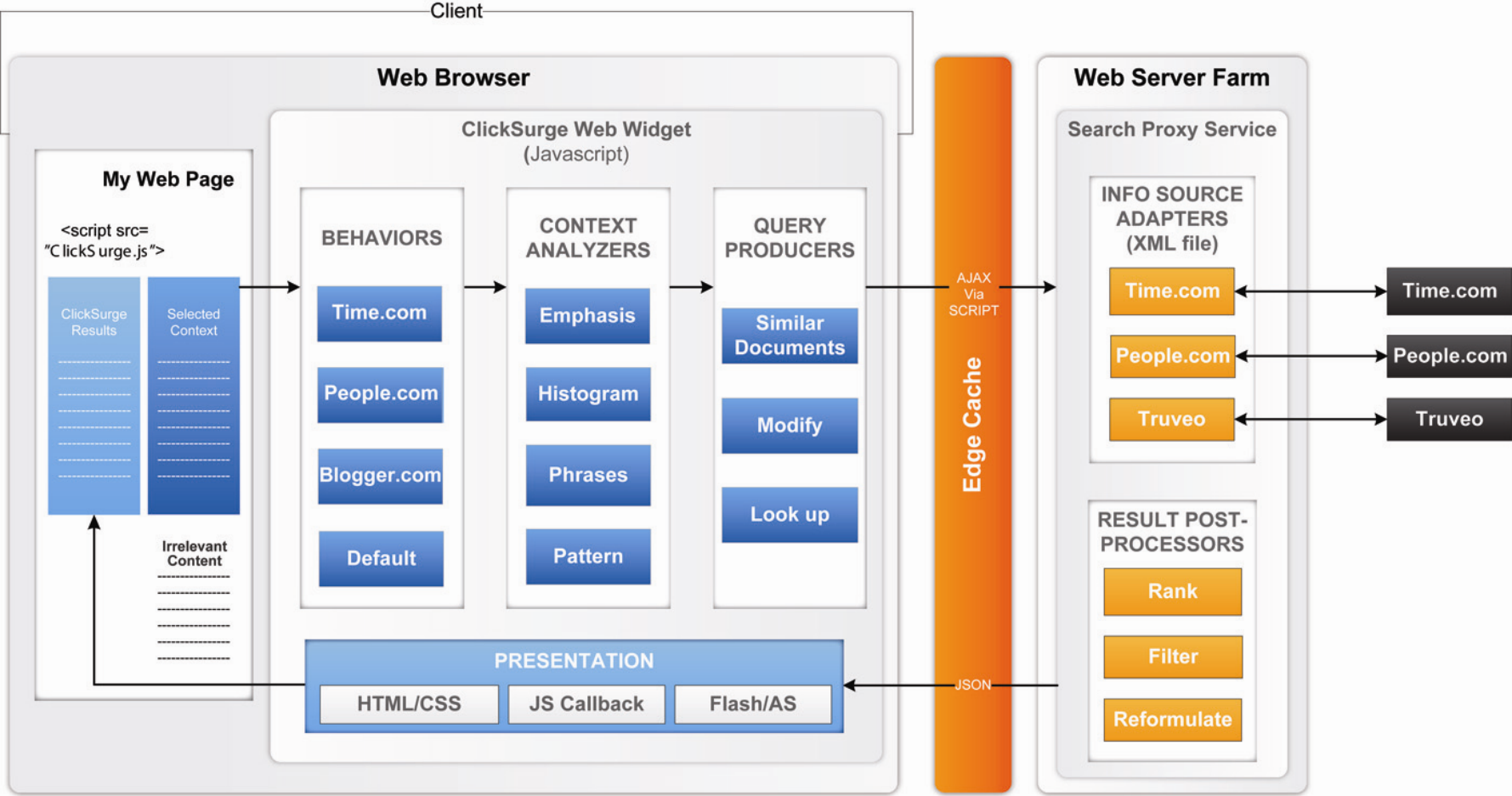
# Help your users help you.

- Encourage linking:
  - Britannica.com: [Link to this article](#)
- Encourage syndication:
  - [RSS](#) means presence in readers, Start pages
- Encourage embedding:
  - YouTube: [Share this video](#)
  - MySpace: [widgets](#) galore; [Slide](#), [RockYou](#)
  - [Clearspring](#): Viral [widget syndication services](#)

# Increase The Value of a Placement

- Contextual relevance
  - Fool.com: [Widgets powered by MediaRiver](#)
- Research studies show:
  - Contextual search can outperform expert searchers. (Source: Budzik and Hammond 2000)
  - Users don't use information even when they have access – you don't know what you don't know. (Source: IDC)

# Contextual Search: How it Works



# ClickSurge: Powering Automated Content Distribution

GIVE YOUR USERS  
A REASON TO STAY...



YOUR  
CONTENT

Increase page views per visit.

YOUR PARTNERS  
ARE A CLICK AWAY...



YOU  
YOUR CONTENT

PARTNER'S  
CONTENT

YOUR PARTNER  
PARTNER'S CONTENT  
YOUR CONTENT

Create revenue-producing partnerships.

POWER YOUR  
VIRAL STRATEGY...



Spread your content across the web.

[Demos](#)



by



# Questions?

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